

Asian/Pacific Islander
Quit Line Data Summary
July 1 - September 30, 2002

	Asian/Pac. Is.	State
Number of Calls to Quit Line	N = 52	N = 3,906
Percent of Statewide Calls	1.8%	100.0%
Percent of State Population	6.0%	100.0%
	Asian/Pac. Is. %	State %
Gender	N = 52	N = 3,543
Female	28.8%	61.4%
Male	71.2%	38.6%
Race/Ethnicity	N = 52	N = 2,967
Asian/Pacific Islander	100.0%	1.8%
Age	N = 51	N = 3,091
Less than 18 years old	2.0%	2.0%
18 - 24 years old	23.5%	14.9%
25 - 34 years old	39.2%	22.9%
35 - 44 years old	23.5%	25.8%
45 years and older	11.8%	34.3%
Education	N = 51	N = 3,038
Did not graduate high school	7.8%	16.6%
High school graduate	25.5%	31.8%
Some college/vocational school	49.0%	38.6%
College graduate	17.6%	13.0%
Caller Type	N = 48	N = 3,409
General Information	8.3%	13.2%
Health care provider	0.0%	2.9%
Tobacco user	91.7%	83.9%
Payer Type	N = 34	N = 2,235
Insured	61.8%	43.4%
Uninsured	26.5%	23.8%
Medicaid	11.8%	32.7%
Heard About	N = 42	N = 2,881
Past caller	9.5%	17.4%
Employer/worksites	0.0%	0.7%
Health care provider	7.1%	19.6%
Television	40.5%	23.9%
Outdoor advertisement (billboard/bus/wall)	19.0%	7.0%
Targeted mailing	0.0%	0.6%
Great Start	0.0%	0.3%
Radio	0.0%	1.9%
Newspaper/Magazine	0.0%	1.1%
Brochure/Newsletter	9.5%	4.9%
Family or friend	11.9%	18.8%
Health Department	2.4%	3.0%
School	0.0%	0.6%